

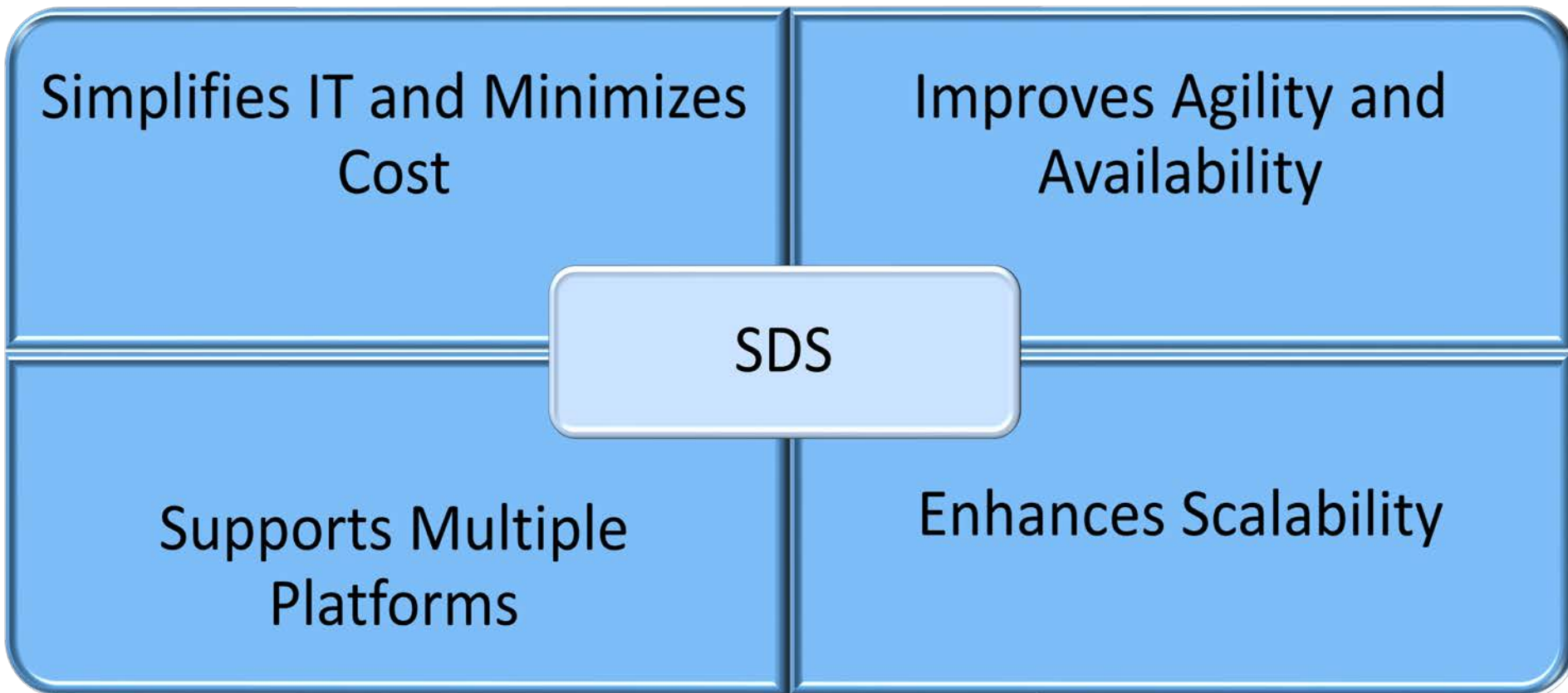


Thinking Outside the Storage Box

April 2014

Why Software-Defined Storage (SDS) ?

SDS delivers entire storage functionality in software on standard servers



What is Hyper-Convergence?

- ✓ Converges Applications and Storage on Standard Servers
- ✓ Provides Shared Storage Capabilities
- ✓ Supports High Levels of Scale-out
- ✓ Supports Physical and/or Virtualized Environments

What is “Convirtualization?”

Hyper-Convergence Optimized for the Virtual Data Center

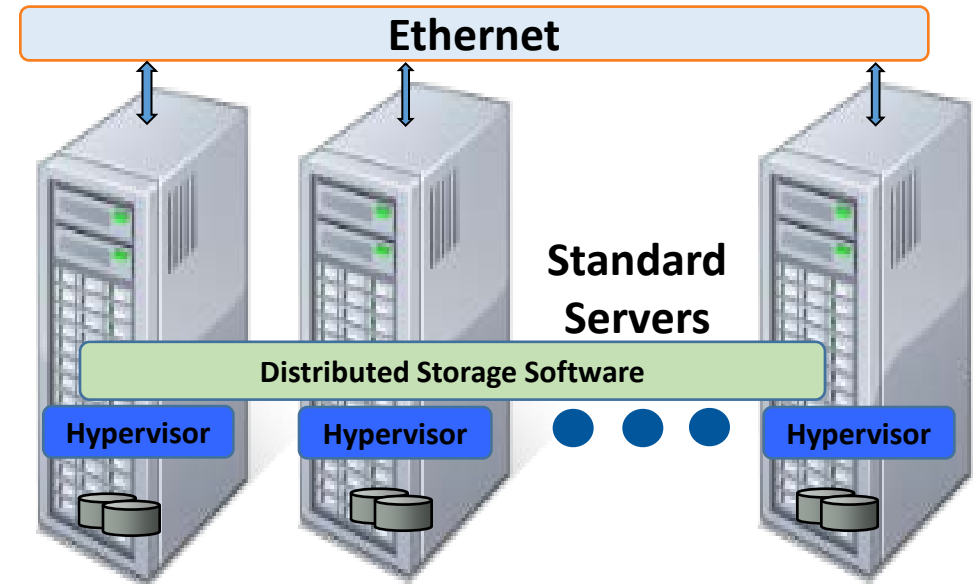


**Integrated UI
(Single Pane of Glass)**

Converged

Compute

Storage



Dramatically Simplified Management

Enterprise-class VM-level Data Services

Maximize OPEX Savings

Software ONLY - Eliminate Storage Arrays

Optimize for Flash Performance / Disk Capacity

Maximize CAPEX Savings

Why Convirtualization? – *The Compute/Storage Gap*

- ✓ **Enterprise Compute/Server**
 - Server Virtualization redefined Computing
 - Abstraction, pooling & on-demand allocation of resources
 - New levels of simplicity, availability, agility and cost

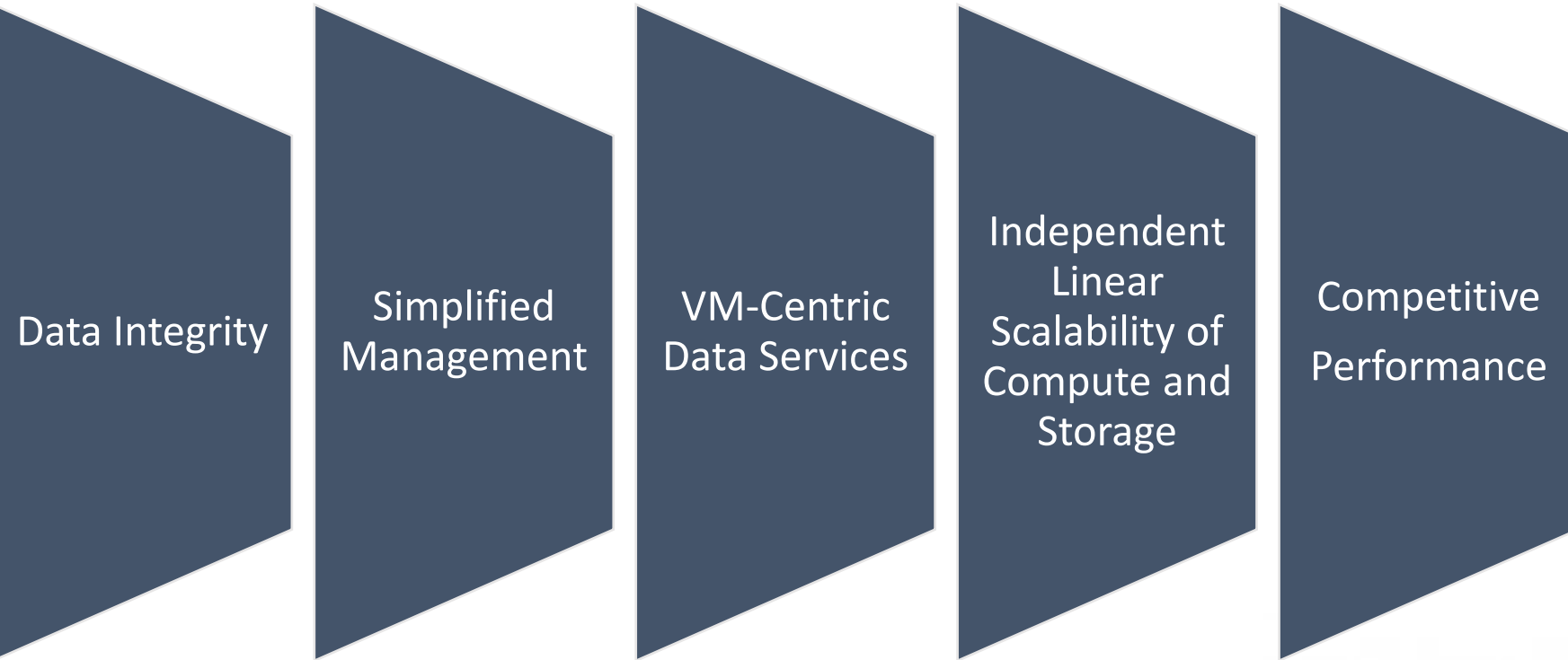
- ✓ **Enterprise Storage**
 - Incremental improvements to basic architecture
 - SAN/NAS paradigm virtually unchanged
 - Flash/SSD is the only radical innovation
 - Improves I/O performance and Cost/IOPS (not Cost/GB)
 - **No match to compute levels of simplicity, availability, agility, and overall cost**



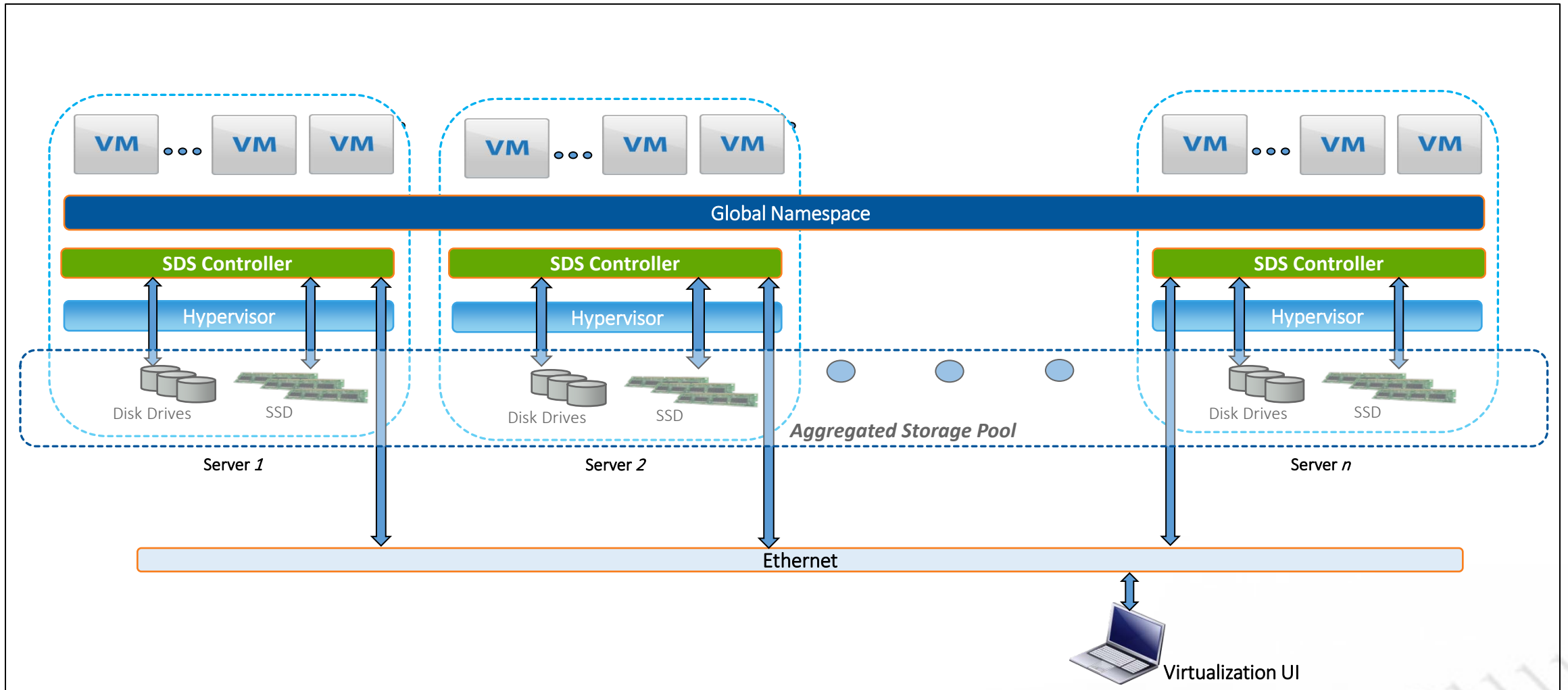
Why Convirtualization Now?

- ✓ Significant Improvements in Server Technology
 - Number of cores
 - Memory capacity
 - Network bandwidth
- ✓ Increased Adoption of Virtualization
- ✓ Flash Optimized Architecture
 - Good performance with fewer spinning disks
- ✓ Validated by Large Public Cloud Implementations

Capabilities of Convirtualization



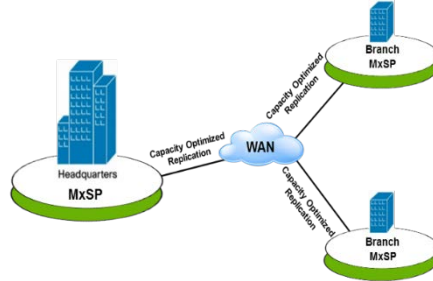
Convirtualization Architecture



Use Cases of Convirtualization



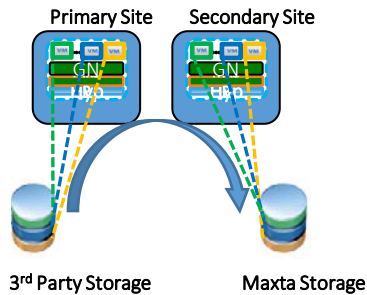
Primary Storage



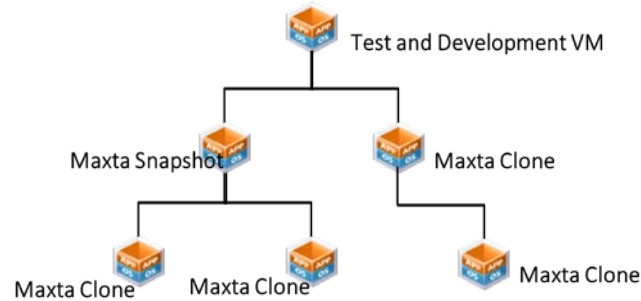
Remote/Branch Office



Virtual Desktop



DR Storage



Test and Development



Cloud Storage

Convirtualization Benefits

- ✓ No SAN & No NAS
- ✓ Dramatically Simplifies IT
- ✓ Delivers all Enterprise-class Storage Capabilities
- ✓ Maximizes Savings (CAPEX and OPEX)

Thank You

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<http://www.maxta.com>

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